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SUCCESSFUL LANDSCAPING

in Florida presents problems not encountered elsewhere, but when suitable plants are properly planted, Florida residents can have the most attractive homes in the world. This folder has been prepared to call attention to our collection of material suitable for Florida conditions, and our highly trained organization, competent to landscape your grounds, move large trees or simply furnish advice about what and when to plant. Our Service is complete and, whether your wants are large or small, we know we can please you. Visit our display-grounds. You are welcome at any time.

THE most attractive homes are those which have been carefully designed and the planting planned and planted by people who know Southern plants and their requirements.

The light sandy soil of many districts presents problems that only the experienced may cope with, and, having spent years of study on this problem, we are in a position to furnish advice about the most unpromising of localities. It is surprising how quickly a barren, sandy waste can be transformed into a lovely home, and the cost will be much less than you imagine.

Have our landscape experts look over your proposition, and then come here and see our material. Come any time, but especially try to see the Azaleas in bloom, or the Camellias, or the Roses, and all the many flowering shrubs whose beauty adds so much to our Florida homes.

Soule's Gladiolus Garden

The Home of Rare Plants

NURSERY AND DISPLAY GROUNDS AT HAINES ROAD AND LEALMAN AVE.

St. Petersburg, Florida

Phone 5531

New, Rare

HIBISCUS

Hibiscus rosea sinensis

If you have not seen the newer Hibiscus, you have no idea of the beauty of their fine blooms. Hybridization has brought startling new colors and unusual types of flowers which are far superior to the old varieties.

There are both single and double flowers, the single varieties being especially fine, and the great 6-inch, widely flaring trumpets of the scarlet sorts are really startling in their brilliancy. Interesting is the 4-inch tube containing both stamens and pistils and the five-parted stigma extending nearly an inch beyond the bottle-brush-like whorl of golden stamens. The soft shades of the salmons and pinks, while quite the reverse of the dazzling red shades, have an unmatched daintiness that makes them very popular.



HIBISCUS HYBRIDS



SOME INDIAN AZALEA VARIETIES

1, Salmon. 2, Lavender. 3, White. 4, Scarlet. 5, Pink. 6, Variegated. 7, Rose-Red.

AZALEAS

When Northerners delay their southern trip until February they find Florida gardens a riot of color. Azaleas have started their annual show, and the world will seem ablaze with the gay colors of their flowers.

The great evergreen shrubs of the Indica varieties are lovely plants at all times of the year. Their lustrous, waxy green foliage is pleasingly restful to the senses, but when they burst forth in all their spring glory one can really be grateful for a home in the South, where these glorious flowers can be enjoyed.

There is, of course, variation in the size of the Indian Azaleas; they do not all grow 10 feet tall, but whether large or small, when they are in bloom one hardly notices the difference. Even the small ones are eye-filling.

Indian Azaleas thrive from Charleston, S. C., south, and for naturalistic plantings are unequaled. They fit into the picture at all times, and, coming into bloom in late winter, they grab shy Spring by the hand, and drag her to the front of the stage, and they go on doing this year after year for generations.

For specimen or accent plants, set in the foundation planting, in the shrubbery border, or in beds by themselves, they are at home.

Their 3 to 4-inch flowers, both single and double, come in white, salmon, lavender, pink, red, orange, and variegated—not all the colors of the rainbow, but enough to drive one wild with joy. The profusion of bloom is so great that a well-grown plant will be hidden by flowers.

While Azaleas are usually planted between October and June, if carefully handled they may be set out any month in the year. They will not grow in sand, but require an acid soil, thriving in rich muck, such as Zellwood peat humus and rotted oak leaves. Yearly applications of leaf-mold will keep the soil sour and the plants thriving.

Like all plants with profuse foliage, they love a lot of moisture during hot, dry weather, and frequent spraying of the foliage, as well as water for the roots, will keep them in bright, healthy condition.

Come to see our collection of Azaleas when they are in bloom, so you can select just the colors and type of plant you want.

Visit our Display Grounds and see our fine collection of flowering plants, palms and other trees; Ligustrums, Viburnums, Oleanders, Magnolias, and all the flowering trees and shrubs at home in the Lower Palms, Cajeputs, Bauhinias, and all the various trees one could desire for most ambitious planting.

Soule's Gladiolus Garden

Dwarf Citrus Fruits

We have perfected a method of growing these plants with dark green foliage and compact heads loaded with fruit, all suitable for garden use. We recommend especially the following varieties:

CALAMONDINS

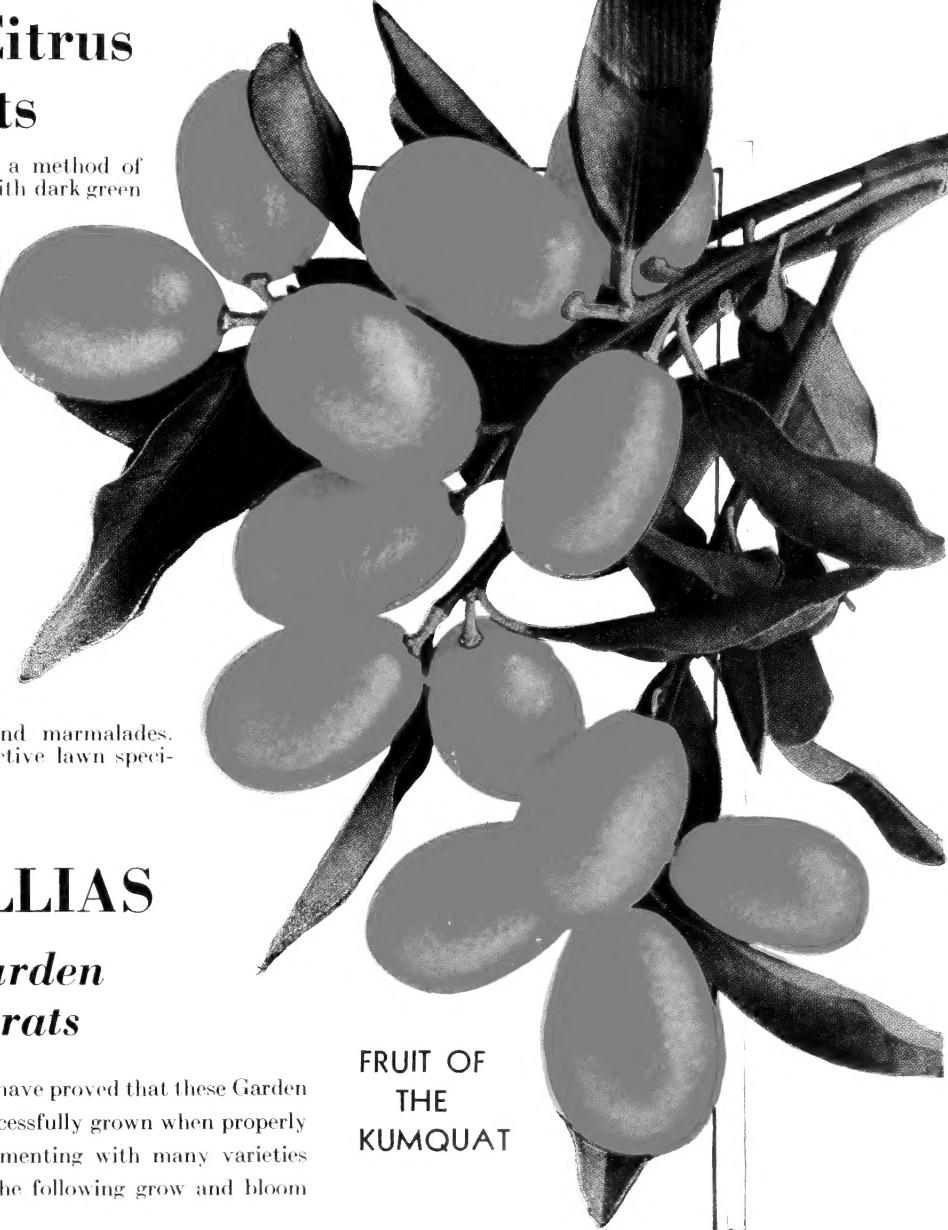
KUMQUATS

Marumi
Meiwa
Nagami

LIMEQUATS

Lakeland

The Calamondins and Limequats, with their acid juice, make pleasing and refreshing drinks, and Kumquats are wanted for jellies and marmalades. All of them are attractive lawn specimens.



FRUIT OF
THE
KUMQUAT

CAMELLIAS

The Garden Aristocrats

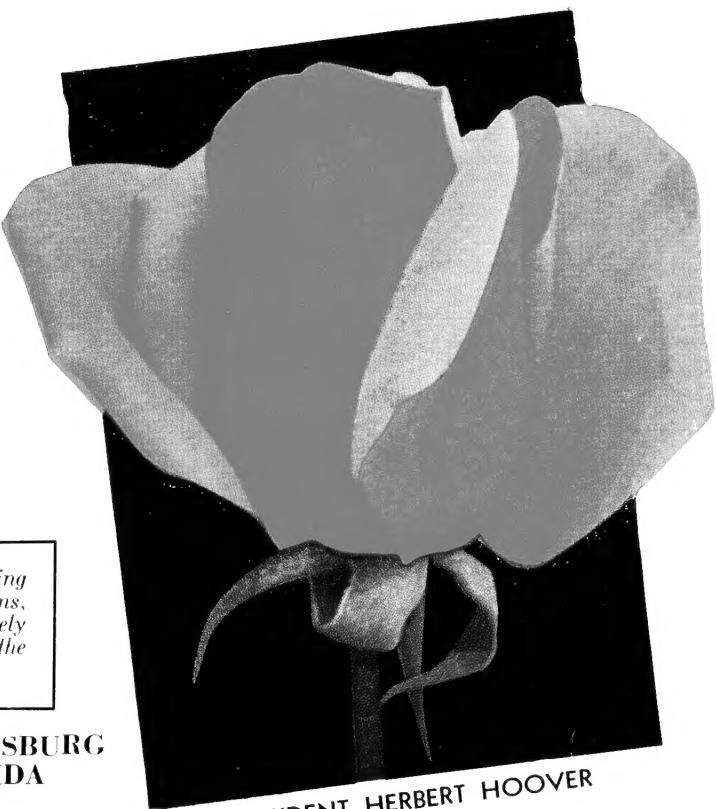
Years of experience have proved that these Garden Aristocrats can be successfully grown when properly planted. After experimenting with many varieties we have found that the following grow and bloom beautifully here:

Alba-plena. Double, waxy flowers of pure white.
Chandleri elegans. Large; double; rose-pink, splotched white.
Elizabeth. Large; white, flushed pink.
Jarvis Red. Semi-double; brick-red, flushed orange.
Kellingtonia. Large; bright red, splotched white.
Pink Perfection. Medium-sized flowers of shell-pink.
Professor Sargent. Double red flowers of peony form.
Rose Emry. Double; deep rose; medium size.



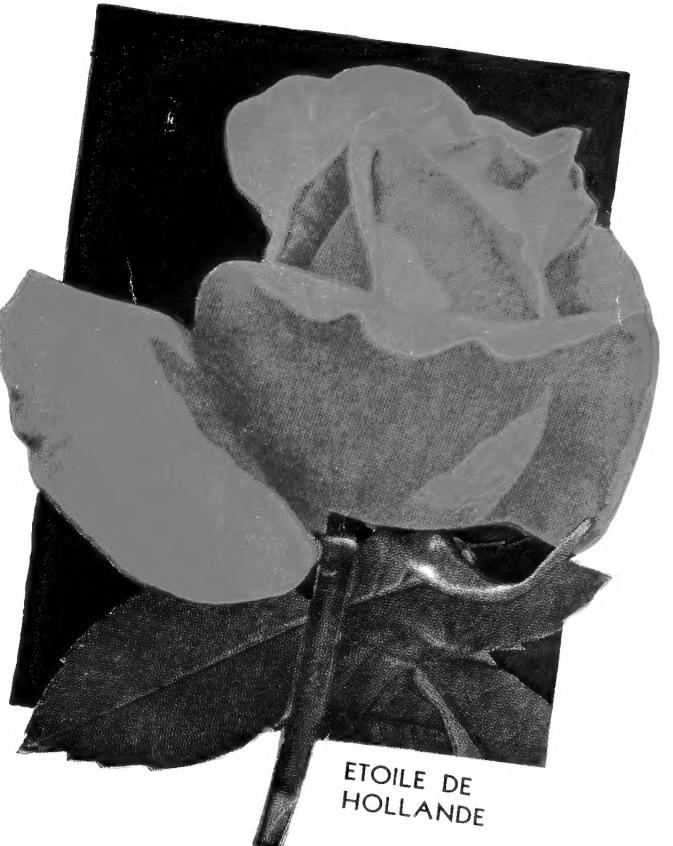
CAMELLIAS

Upper, ALBA-PLENA. Lower, ROSE EMRY



THE QUEEN OF FLOWERS

ROSES *for the* SOUTH



ETOILE DE
HOLLANDE

g and fruiting
s, Jasminums,
South; stately
are for even the

T. PETERSBURG
FLORIDA

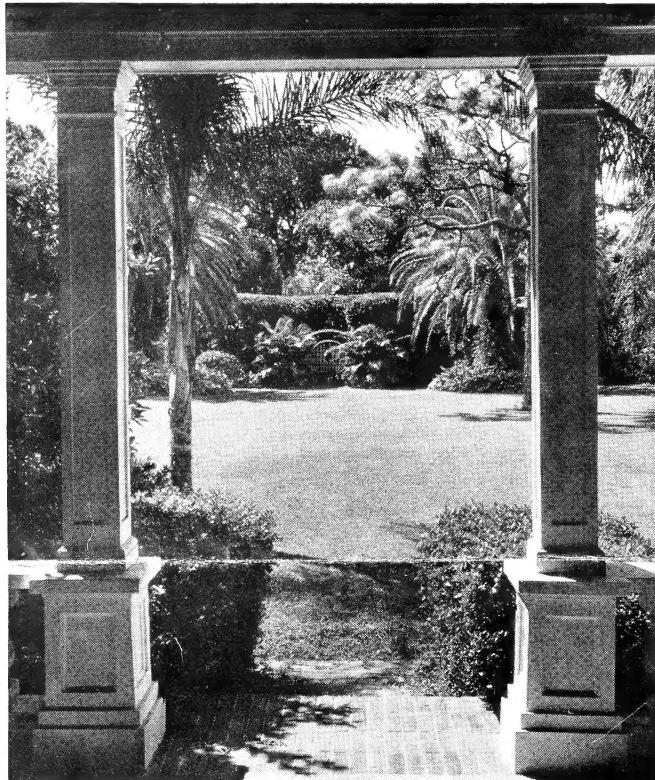
PRESIDENT HERBERT HOOVER

If you are not growing Gladiolus, you are missing one of the loveliest of all garden flowers, and one of the easiest to grow. For cutting they are unexcelled. There are so many enchanting colors and the stately spikes lend themselves to all kinds of arrangements, and then they last so long in water. Add to these qualities the delightful fragrance of many of the modern varieties and you can understand why we are so enthusiastic about them.

We carry a large selection of varieties, all the latest sorts as well as the best of the older standard ones, and can supply almost any color or type of flower desired.

Culture is easy—simply plant 3 to 5 inches deep in good soil, keep well cultivated and well watered, and Nature and our personally selected corms will do the rest.

Treat yourself to a liberal planting for this season, and then come to see our collection at blooming-time. We are sure you will be pleased.



The Value of Careful Planning

Attractively landscaped grounds are an investment which will be returned to you a hundredfold in pleasure and satisfaction as the years pass by.

Nothing will give you quite the same feeling of gratification and contentment as the sight of your own home surrounded by grounds carefully laid out and plantings tastefully arranged.

Every home should be treated individually. Location, architecture, and surrounding property must all be studied if a workable, pleasing picture is to result. The home-grounds which are just allowed to grow, without any definite planning, have about the same relation to well-landscaped grounds as a ready-made suit has to one built by a first-class tailor.

Our landscape men are trained. They know plants, they know soils, and they are artists. They can sense the picture as it will be when it is finished, and they know just what trees, shrubs, or evergreens will make that picture. Let one of them look over your problem; it will not obligate you in any way, and may save you both time and money.

Our display grounds are open every day in the year, and lovers of beauty are always welcome.

Come to see our collection of all the good planting material suitable for Florida conditions, growing just as it can and will grow for you. You will find a wealth of material here: Palms, Flowering Shrubs, Evergreens, Deciduous Trees; we have them all. We are glad to show and talk about our plants. You will be better satisfied if you come here and select the plants you want than if you order by mail or by telephone.

Moving Big Trees

Moving big trees is an important part of our business. We have the experience and machinery to handle this modern phase of gardening in the most efficient and economical manner.

The advance made in tree-moving equipment during the past few years is almost unbelievable. Trees which it would have been impossible to move just a few years ago are today lifted out of their present locations with such a large ball of earth, and handled so carefully, that they simply go right on growing in their new homes as if nothing had happened. The damage to bark or branches will be little more than the skin lost from your knuckles in changing a tire on your automobile.

It is no longer necessary to plant little trees and wait half a lifetime for them to grow up. We can move fully grown Palms, Oaks, Magnolias, Hollies, Jacarandas, Poincianas, and other large trees so quietly and successfully that the beauty and comfort of flowering and shade trees can be immediately enjoyed.

Even large citrus trees, such as the Temple and Blood Orange, Calamondin, etc., can be successfully transplanted by our methods. Truly there is no longer a good reason for being without adequate shade or ornamental planting.

Our experience and skill in transplanting guarantee the safety of your valuable trees and insure your immediate and continuing enjoyment of them.

Let one of our trained landscape men look over your tree-moving problem. They know trees and what they require, and can give you valuable advice about the suitability of the soil, wind-hazard, etc., of the new location.

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Haines Road and Lealman Ave.

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